

## ORDER



**Orders**  
**Order / Rev:** 59060  
**Alt Order #:** 08869856  
**Product Desc:** LOVE/CONG/R  
**Estimate:**  
**Flight Dates:** 09/25/12 - 10/04/12  
**Original Date / Rev:** 09/21/12 / 09/27/12  
**Order Type:** CIA - C

## KTVX-TV

**Primary AE:** Continental Washington DC  
**Sales Office:** CNAT  
**Sales Region:** National

**Agency Name:** Smart Media  
**Buying Contact:**  
**Billing Contact:**  
 814 King Street  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Mia Love  
**Demographic:** A35+  
**Product Codes:** US Congress  
**Priority:** P-2  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	9	\$4,165.00	\$3,540.25
10/01/12	10/04/12	5	\$950.00	\$807.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	9	\$4,165.00	\$3,540.25	18.00
October 2012	5	\$950.00	\$807.50	8.30
<b>Totals</b>	<b>14</b>	<b>\$5,115.00</b>	<b>\$4,347.75</b>	<b>26.30</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	09/29/12	09/29/12	M-Su 5a-1a Sa 5-6p	CM	5:00 PM-6:00 PM (5:00 PM-6:00 PM)	-----1-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
4TH CONG DISTRICT DEBATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$2,500.00		0.00			
N 2	KTVX	10/01/12	10/04/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	1-11---	:30	3	\$100.00	P-3	1.40	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-11---					3	\$100.00		1.40			
N 3	KTVX	09/30/12	09/30/12	This Week This Week	CM	10:00 AM-11:00 AM (10:00 AM-11:00 AM)	-----1	:30	1	\$150.00	P-3	2.10	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1					1	\$150.00		2.10			
N 4	KTVX	09/28/12	10/03/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	--1-1--	:30	2	\$250.00	P-3	1.40	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----1--					1	\$250.00		1.40			
Week:		10/01/12	10/07/12	--1----					1	\$250.00		1.40			
N 5	KTVX	09/30/12	09/30/12	Su 4p-430p Su 4p-430p	CM	4p-430p	-----1	:30	1	\$150.00	P-3	3.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1					1	\$150.00		3.00			
N 8	KTVX	09/28/12	09/28/12		CM	5p-530p	----1--	:30	1	\$165.00	P-3	2.10	NM	1	\$165.00

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Flight Dates: 09/25/12 - 10/04/12

Advertiser: Mia Love  
Product Desc: LOVE/CONG/R  
Estimate:

KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
ABC4 News at 5p															
ABC4 News at 5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----1--					1	\$165.00		2.10			
N10	KTVX	09/29/12	09/29/12	Sat ABC4 News @ 5p	CM	5p-530p	-----1-	:30	1	\$175.00	P-3	2.20	NM	1	\$175.00
Sat ABC4 News @ 5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1-					1	\$175.00		2.20			
N11	KTVX	09/30/12	09/30/12	SUN ABC4 News @ 5p	CM	5p-530p	-----1	:30	1	\$175.00	P-3	2.60	NM	1	\$175.00
SUN ABC4 News @ 5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1					1	\$175.00		2.60			
N12	KTVX	09/28/12	09/28/12	Nightline	CM	1036p-1103p	----1--	:30	1	\$200.00	P-3	1.90	NM	1	\$200.00
M-F 1036p-1103p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----1--					1	\$200.00		1.90			
N13	KTVX	09/28/12	10/03/12	ABC4 News at 10pm M-EM		10p-1036p	1--1--	:30	2	\$400.00	P-3	2.70	NM	2	\$800.00
M-F 10p-1036p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----1--					1	\$400.00		2.70			
Week:		10/01/12	10/07/12	1-----					1	\$400.00		2.70			
													Totals	14	\$5,115.00